User Guide

BlackBerry World Vendor Portal

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Getting started

Get all of the information you need to prepare your app for submission to the vendor portal.

Learn how to prepare your app and get your releases ready to post on the BlackBerry World storefront. Take a look at *Checklist: submitting your first app* on page 5 first, then learn how to prepare and distribute your app.

Checklist: submitting your first app

Designing, developing, and testing is just the first phase in the creation of a great mobile app. To become a true entrepreneur and reach as many customers as possible, you need to market your work effectively. BlackBerry World is a great showcase for your efforts, and features powerful tools for reporting on sales and making sure you are on track.

Review the checklist below to get an overview of the steps required to get started with BlackBerry World, set up your app for sale, and release your app.

Getting started

Read the *BlackBerry World Vetting criteria* to understand the kinds of apps that get accepted for sale. Review the*BlackBerry World Vendor guidelines* to understand your rights and obligations. Your app must meet certain quality levels and contain acceptable content.

Review our *tips for getting your app approved* and up on BlackBerry World quickly. Apps with fully completed application packages are usually approved faster.

- *Apply for a BlackBerry World vendor account.* You will need a BlackBerry ID, as well as some information about your payment preferences, privacy policy and tax situation. You will have the opportunity to create administrative accounts as well as test accounts.

Setting up your app in BlackBerry World

- Log in to the BlackBerry World vendor portal. You can log in with different accounts that have various rights to add, edit, and report on products.
- Review our suggestions for *Naming your app.* The name you choose should be memorable to your customers and describe the app's function or content.
- *Help customers find your app* easily by providing descriptions, keywords, an app category, and a content rating.
- *Select a license type* for your app (for example, free, paid, subscription). If your app is paid, you will also have to provide the pricing information and *Select a license model* that controls how license keys are distributed.
- *Create a SKU* (stock keeping unit) for your app. This is a five character code that uniquely identifies your app in BlackBerry World.
- *Create your vendor logo*, *app icon* (480 x 480 px), *feature image* (1920 x 1186 px), and *product screen shots* (1280 x 720 or 720 x 720 px) to distinguish your submission.

- *Set carrier and country restrictions* if your app shouldn't be sold in certain geographical areas or needs to be restricted by wireless service provider.

Uploading and releasing your app in BlackBerry World

- Review *Parts of a release file* to understand how to assemble your app's .bar and .cod, files and upload them to BlackBerry World. Multiple bundles can be combined in a .zip file for batch uploading.

- Read *About the Export Controls form* to understand how to declare your app's use of cryptography and other information security features, and answer a few questions about export legalities for certain jurisdictions. You might need to supply an ECCN and other supporting documentation, so review *What is an ECCN* to learn more.

- Read *About the Confirmation of Digital Rights form* on page 34 if your app contains third-party content. You might need to complete the form to document your permission to use the content.

- Verify that *Safeguards for user-generated content* are in place to prevent minors and other sensitive users from potentially inappropriate user-created content in your app.

- *Choose the target device OS* that your app supports (BlackBerry 10 or BlackBerry OS).

- Review the *Standards for digital goods* to understand how to sell in-app add-ons.

Submit your app for approval. BlackBerry reviews and tests the app and then sends you an email message to notify you if the app is approved or denied. If an app is approved, it is automatically posted for sale, unless you indicated otherwise.

Vendor guidelines and app vetting criteria

Before you sign up for a BlackBerry World vendor account, you must understand your rights and obligations as defined in the vendor guidelines. Additionally, you should also become familiar with the BlackBerry World app vetting guidelines so you know what is appropriate to submit before you commit development time. Both of these documents are updated from time to time, so check back often to review the most recent version.

The *vendor guidelines* outline the basic rules for interacting with BlackBerry World, including stipulations about the validity of your information and the functional state of the apps you submit.

The *vetting criteria document* describes how the BlackBerry team will evaluate your app for possible release to BlackBerry World. Rules regarding content, functionality, privacy, and branding must be followed by your app before it can be accepted for release and sale.

Apply for a BlackBerry World vendor account

Learn how to apply for a vendor account in the BlackBerry World vendor portal.

If you want to offer products to users on the BlackBerry World storefront, you must apply for a vendor account for the BlackBerry World vendor portal.

There is no registration fee for creating a vendor account, or for submitting products to BlackBerry World.

The vendor application collects information about your company. BlackBerry reviews your application, and sends you an email message if you are approved. After your account is verified, you can sign in to the vendor portal and submit products that you want to sell or offer for free on BlackBerry World.

1. The BlackBerry World vendor portal associates your account with your BlackBerry ID. Perform one of the following actions:
   - If you already have a BlackBerry ID, go to the vendor portal and click **Register**.
   - If you don't have a BlackBerry ID, *Create a BlackBerry ID*. Then go to the vendor portal and click **Register**.
2. Review the BlackBerry World vendor agreement and, if you agree, accept the terms.
3. Perform one of the following actions:
   - If you want to offer only free products on BlackBerry World, select the **No** option.
   - If you want to sell products on BlackBerry World, select the **Yes** option. Read the Bango license agreement. If you agree, accept the license agreement. You can select the check boxes after you scroll to the bottom of each license agreement. Click **Continue**.
4. Type the required information to create an administrative user account for your vendor account, and click **Continue**.
5. Type your organization's contact information and legal status. You can also *upload a vendor logo* that appears with your vendor information on BlackBerry World. Click **Continue**.
6. Click **Link Your Account** and follow the instructions to associate a PayPal account with your vendor account. Your PayPal account is used to receive funds from the sale of products on BlackBerry World. It is not necessary to set up a PayPal account unless you intend to sell apps. Click **Done**.
7. Review the automated email BlackBerry sends you and forward supporting documentation to validate your account. Account approval should arrive in 24-48 hours.
8. When you receive email notification that your account has been approved, sign in to the vendor portal with your user name and password to verify your account. The first time you sign in to the vendor portal you will be redirected to a screen that will link your BlackBerry ID with your vendor portal account.

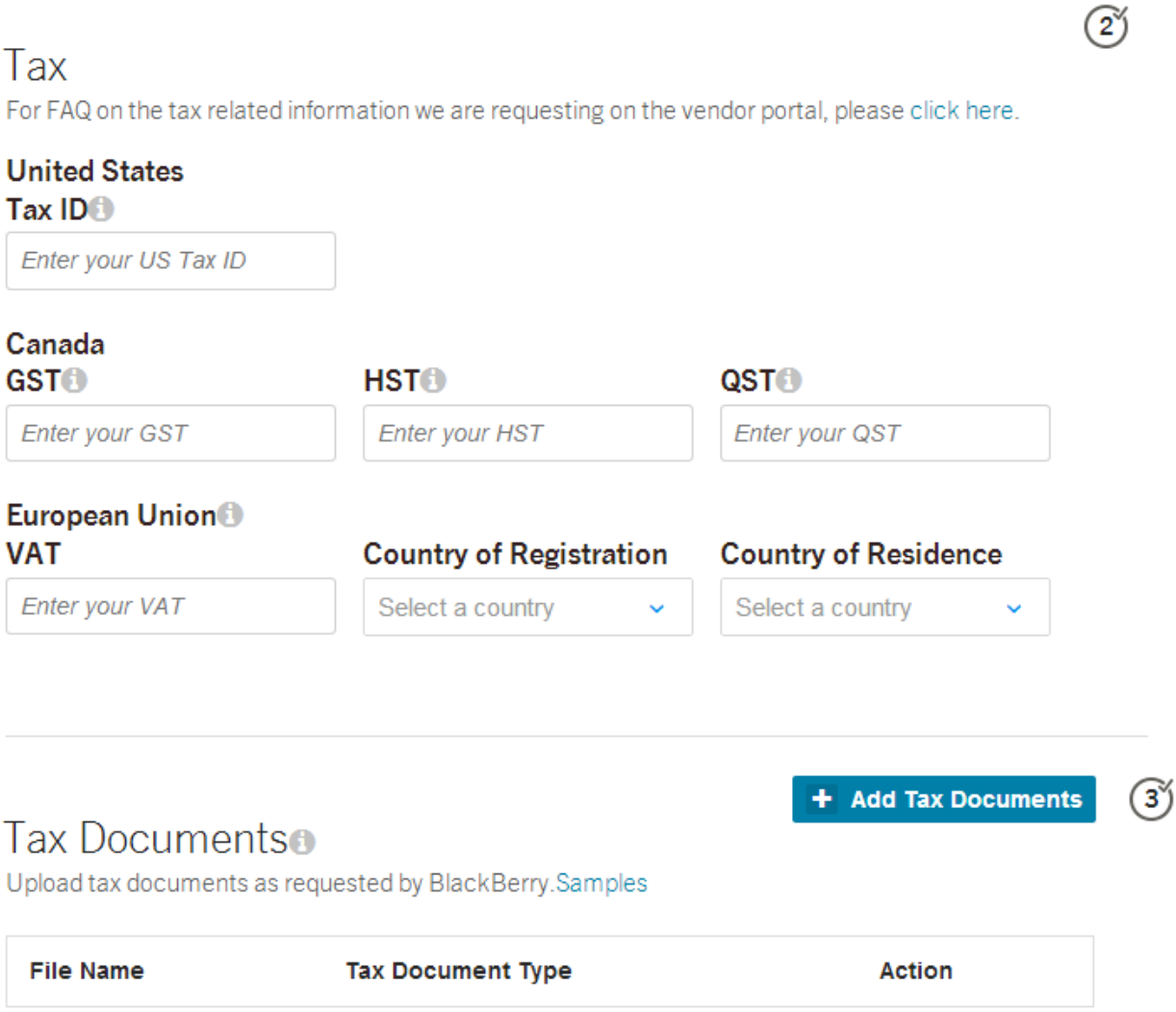
Products posted for sale on BlackBerry World must adhere to the *BlackBerry World Vendor Guidelines*. For more information about developing applications that are appropriate for submission, check out the *BlackBerry WorldVetting Criteria*.

Tax forms

When you specify or *change your payment information*, use the following guidelines for uploading the appropriate tax forms:

- If you are not a resident of the United States or an organization in the United States, and you want to sell applications in the United States marketplace, you must complete and upload Form W-8. For most vendors, the applicable form is Form W-8BEN. Read the description at the top of Form W-8BEN to verify that it is the correct form.
- If you are a resident of the United States or an organization in the United States, use the W-9 series forms to request a taxpayer identification number.

- If you are not a resident of Canada or an organization in Canada, and you want to sell applications in the Canadian marketplace, you must complete and upload Form NR-301. Partnerships should complete and upload Form NR-302. Hybrid entities should complete and upload Form NR-303.
- If you do not complete and submit the appropriate tax forms, the highest rate of withholding tax might be applied to any sales in the United States and Canada.



Tips for getting your apps approved

Read tips that can help you get your apps approved by BlackBerry.

BlackBerry strives to get your app reviewed and approved quickly, but you can help if you:

- Include all your.bar files (for BlackBerry 10 OS and later) or .cod files (for BlackBerry OS 7 and earlier) in your release bundle.
- Complete the *Confirmation of Digital Rights form* if your application includes third-party content.
- Complete the *User-Generated Safeguards form* if your application contains user-generated content (for example, chat with another user or upload a photo).
- Complete the *Export Control Questionnaire form* if your application uses an encryption method like HTTPS or SSL.
- Link to a privacy policy if your app collects or uses customers' personal information.
- Check that your application, name, description and screenshot/icon images do not name competitors or competing products.
- The BlackBerry brand and trademark are used appropriately, as outlined in the *Public Guidelines for Use of BlackBerry Trademarks*.
- If you have written authorization or license from BlackBerry, you may use BlackBerry branding (BlackBerry PlayBook, BlackBerry) in your application.

The guidelines for BlackBerry owned brands can also be applied to other recognizable brands, such as Facebook, Twitter, Google, or Microsoft. Generally, if an application name starts with a brand/company/product it implies an association and that it's an authorized or official application submitted by that brand/company/product. For example:

Allowed	**Not allowed**
• Player for YouTube • Chat for Facebook • Workflow for SAP	• YouTube Player • Facebook Chat • Microsoft Excel Tips

Once your apps are approved, they will automatically be posted for sale. You can opt out of this automatic posting during the application submission process, but you need to do so before you submit your apps for review. You will receive email notifications from the administrator of the BlackBerry World vendor portal when your releases and applications are approved.

New apps can take 12 to 24 hours to appear on the BlackBerry World web store and device client. Once your application is submitted for review, you can change only the metadata (icons, screenshots, description, and so on) in the vendor portal. Any metadata changes submitted after your application is published can take up to 12 hours to appear on the web store and device client.

You cannot modify anything except for supported devices in a release that has been uploaded for review. To request your release(s) be removed from the review queue to enable for modifications, complete the*BlackBerry World vendor support form*.

What to do if your app is not approved

Find out some of the common reasons apps are not approved for sale.

While BlackBerry strives to approve all third-party applications submitted to the BlackBerry World vendor portal, some applications can be denied. An app can be denied if:

- The app contains broken links or buttons.
- There are keyboard issues. The keyboard must use correct mapping and become visible when needed.
- There are navigation issues. Users must be able to navigate through the app and return to the home screen.
- The app crashes or closes during use.
- The app damages the device or causes excessive battery drainage.
- The app release has missing .cod files or does not work.
- The vendor does not have the appropriate digital rights to distribute the application.
- The app violates the terms or conditions of the *BlackBerry World Vendor Guidelines* and the *BlackBerry SDK License Agreement.*

Some examples of policy violations apply when the application:

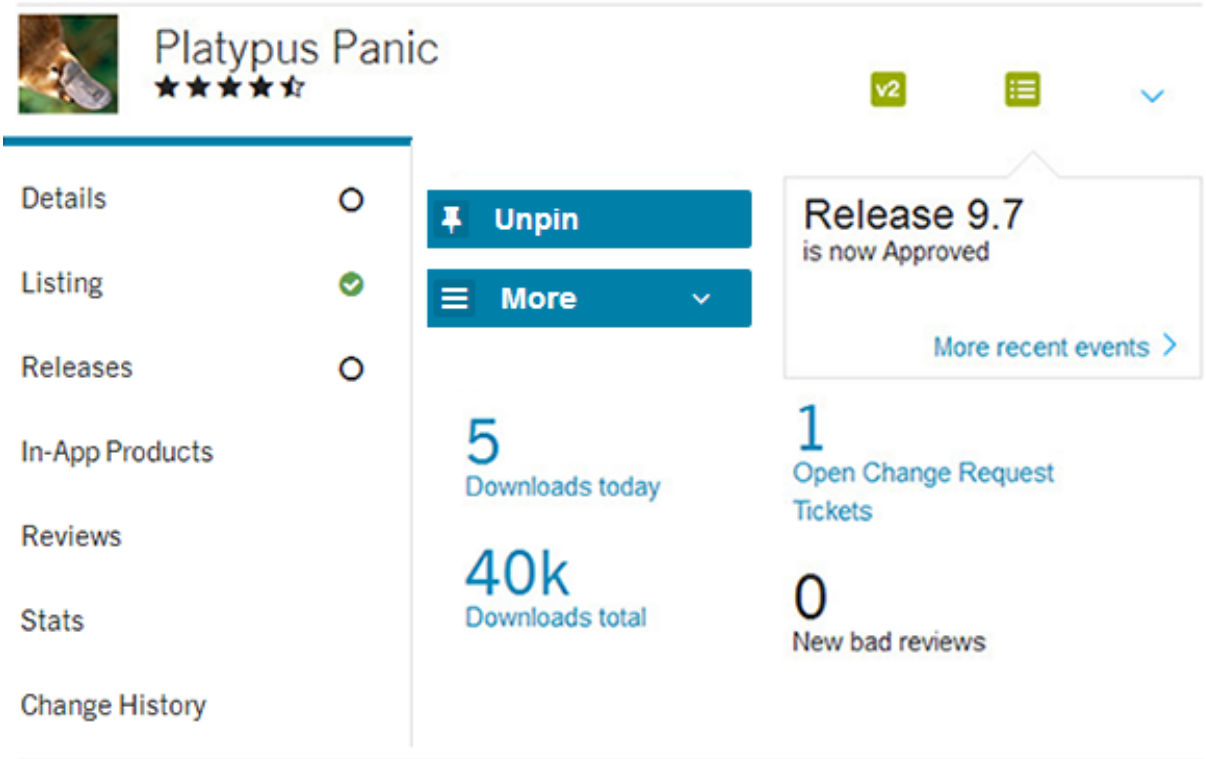
- Promotes an illegal or potentially illegal act.
- Is obscene (contains nudity or pornographic content) or is in bad taste.
- Violates privacy (for example, tracking apps, sex offender lookups).
- Is a web launcher without completing appropriate digital rights.
- Is a spam tool.
- Is a copycat app which is not sufficiently discernable from an existing app in either look, feel, or functionality .

If your app is denied, search for the app in the vendor portal and click **Move to Draft**. Make the required changes to your app, releases, or digital goods and submit the app for approval again.

About the app dashboard

The BlackBerry World vendor portal includes a product dashboard that allows you to check the status of your apps in the storefront and their sales statistics from one location in the vendor portal.

You can look at your list of apps by clicking **Products** in the left navigation area. Click **Search** or **Filter** to narrow the focus of the list. Click the name of an app to see its dashboard.



- To set your app as the first entry in your list of products, so that it is easy to find, click **Pin to top**.
- To hide your app in the BlackBerry World storefront or Submit it to BlackBerry for approval, click **More**.
- To view your app's Category, Content Rating, License Type, Stock Keeping Unit (SKU), Distribution rules, and Support contact information, click **Details**.
- To view your app's Product Graphics (for example, screen shots and icons), Search Keywords, and multilanguage Product Descriptions, click **Listings**.
- To upload new versions of your app and view the release history, click **Releases**.
- To view summaries of important app statistics, click **Downloads Today** (as of yesterday's date), **Downloads Total**, **Change Requests**, or **Bad Reviews**. A bad review is any customer rating of 3 stars or less.

Note: The sales metrics displayed on the dashboard are estimates and might not reflect current values.

Setting up your app in BlackBerry World

Get all of the information you need to prepare your app for submission to the vendor portal.

You've worked hard to create an awesome app, now it's time to put it in the hands of the users you created it for. This quick reference list outlines the basic steps you need to take to get your app up on BlackBerry World.

- *Review tips* that can help smooth the approval process and get your app up on BlackBerry World faster.
- Start with our *guidelines for naming your app*, then go on to *create great descriptions* and *images* to help get your app noticed.
- *Check that your release is ready*. Make decisions about app security, digital rights, export regulations and similar details.
- If you don't already have one, *apply for a vendor account* on the vendor portal.
- *Review guidelines and criteria* to give your app the best chance for a quick approval for sale on BlackBerry World.
- *Submit your app, create a release, and add any digital goods* you want to sell in your app.
- When you're ready, *submit your app for approval*, and (optional) *apply to the Built for BlackBerry program*.

Adding apps to BlackBerry World

Learn how to add new apps to the vendor portal for sale or free download on BlackBerry World.

Adding a new app to the vendor portal starts with adding a draft.

1. Sign in to your BlackBerry World vendor portal account using an Admin role or a Product Submit/Modify role, and click **Products**.
2. Click **New Product**.
3. Enter the name for your app. The name must adhere to guidelines for *Naming your app* on page 16.
4. Perform one of the following actions:
   - If your app package is already assembled and ready for upload (see *Parts of a release file* on page 29 for details), drag-and-drop a .bar, .cod or .zip file into the **New Product** box and visit *Add a release for an app* on page 27 for more details about filling in the release form.
   - If you want to create a placeholder app listing first and add a release later, click **Create a Placeholder** and continue reading.
5. Follow the instructions on the vendor portal **Details** screen to enter information for your app. If you need more information, visit the links below:
   - *Choose the right category* for your app, followed by a *content rating*, *license type*, and *SKU*. Add support email addresses or URLs related to your product.

     Note: Some of the Details settings cannot be changed when your app reaches certain release states. Check the links above for more information.
   - Indicate any *carrier and country restrictions* for your your app.
6. Follow the instructions on the vendor portal **Listings** screens to enter descriptions in multiple languages and add graphics for your app. If you need more information, visit the links below:
   - Add an icon, feature image, and screen shots for your app. Make sure that you follow the guidelines for *Adding icons, screen shots, and other images* on page 23.
   - *Provide descriptions and keywords* on page 18 for all of the languages available for your app.
7. Click **Save**.

Naming your app

Read tips and guidelines to help you choose the best names for your apps.

It is important to use an application name that is easy to remember and to find by searching in the BlackBerry World storefront.

These tips can help you choose an appropriate name for your app:

- Make your app name clear, descriptive, and suitable for all ages.
- If your app is a trial, beta, or “lite” version it is not mandatory to include this information in your app name.

- If your app targets specific languages and locations, specify those languages and regions in your app name (for example, "AP Mobile en Espanol," "ELLE Canada," "Viigo India").
- If your app is in a different language, provide a translation for your app name.
- Use at least four letters in your app name. Apps names that are shorter will most likely have low visibility and will not appear in user searches.
- Use the BlackBerry brand and trademarks appropriately as outlined in the *Public Guidelines for Use of BlackBerry.*

When naming apps, here are some things to avoid:

- Don't include profanity in app names.
- Don’t use the term "free" in the name of your app for a trial version (for example, don’t name it "MyGame Free" if it’s a trial version).
- Don’t add search keywords in your app name (for example, "Phone Tracker GPS Lost Map").
- Don’t include a version number or vendor name (for example, "Catch the Stars v1.2.2" or "Catch the Stars – StarProductions"). An exception applies when the vendor name is the app name (for example, foursquare).
- Don’t put a feature list or long description in the app name (for example, "FaxToGo Send fax from your phone, save document for later use").
- Don’t use any special characters such as ® or ™ unless it has been registered as such (for example, don't use "Catch the Stars™ - StarProductions®"). You should use the standard ASCII character set.
- Don't imply a relationship or association with BlackBerry and your app (for example, "BlackBerry Britannia Concise Encyclopedia 2011").

Note: If you add an app that uses the same name as another, previously added app, only one of those apps can be offered for sale on BlackBerry World.

Adding apps with different names to BlackBerry World

By default, when a user downloads and installs your app on a BlackBerry device, the installation process uses the app name that you specified, and the vendor name associated with your vendor account in the vendor portal.

The BlackBerry vendor portal provides a field to override the JAD file product and vendor names.

Note: The Override Names field is only available for apps that run on BlackBerry 7 or earlier smartphones. You can't use this field for apps that run on BlackBerry 10 smartphones, or BlackBerry PlayBook tablets.

This Override Names field is only used by vendors whose apps have been distributed outside BlackBerry World with a different vendor name and/or app name. For example, Company A distributes their Awesome app using a browser and JAD file for download and installation. Then Company B buys Company A, rebrands the Awesome app and adds it as a new app on BlackBerry World. At this point, it's possible for a user who has purchased the original Awesome app to run into problems when trying to upgrade the rebranded app.

To address this situation, BlackBerry World provides the Override Names field. If the vendor and/or app names used in your download JAD file are different than the names associated with your vendor portal account, you can use this field to enter override names. This will prevent duplicate copies of the app from appearing on a user’s device, but does not visibly change the names in the storefront from the customer's point of view.

Helping customers find your app

Read guidelines for product descriptions, categories, and ratings that can help users find your app in the BlackBerry World storefront.>

When you add a new product on the BlackBerry World vendor portal, you are asked to enter short and long descriptions for your app, select a product category, and register a content rating. This information is used to help users find your app with the search features of BlackBerry World.

The BlackBerry World search engine works by finding all app names, vendor names, keywords, and short descriptions that contain the search term. If the term doesn't appear in the first 25 results, the search engine looks for the term in the application descriptions.

A few guidelines to keep in mind:

- The search parameter is not case sensitive, so searching for “abc” and “ABC” will return the same results.
- Spaces matter, so a search for “abc123” will not display an application called “abc 123” unless the term “abc123” is in the app name or description, or the vendor name.
- Each search term is treated as a different word, so a search for “abc 123” or “123 abc” will display the same results.

Provide descriptions and keywords

Tips for creating the best descriptions and keywords for your app.

When you add a new app on the vendor portal, you must add short and long descriptions of your app. You can also add keywords. The following points highlight requirements for descriptions and keywords:

- The short description of your app must be less than 50 characters long in English. This description appears for the user when the product displays in a list, category, or search result in BlackBerry World.
- The long description of your app must be no more than 4,000 characters long in English. This description appears when users view the product details in BlackBerry World.
- Although you must add English descriptions (even if the app is not in English), you may also add descriptions in multiple other languages.
- When you add descriptions for non-English languages, you must also add a name for the app.
- Descriptions for your app must be added to the Default tab, but you may also add descriptions for separate device platforms (BlackBerry 7 OS and earlier, BlackBerry 10 smartphone, and BlackBerry PlayBook).
- When you add descriptions for a specific device platform, the descriptions in the Default tab are not displayed for that device (the specific device tab content overrides any content in the Default tab).
- If you add descriptions for a specific device platform, you must enter a name for the app at the same time. You can repeat the name used in the Default tab, or you can qualify the name with respect to the platform (for example, "My App for BlackBerry PlayBook tablet").
- You can add up to ten keywords or phrases (per language and per device platform) in the Keywords field. This helps users identify your app during a search. This field has a maximum limit of 1000 characters total, 10 words, and a limit of three words per phrase.

Here are some tips for creating descriptions that provide inviting and useful details about your app:

- Let users know if the content of your app is not in English (for example, “This application is available only in Spanish”).
- Let users know if your application is a “lite” version or has a limited trial period (for example, “The trial period for this game will end in 10 days. Please upgrade to the premium version to unlock all levels”).
- List features or requirements for your app (for example, if your app is a demo, requires a memory card, or requires Wi-Fi to run).
- Inform users if your app is relevant to a small geographic area (for example, the distribution could be USA for an app that provides restaurant reviews for San Francisco).
- Check your descriptions carefully for accurate spelling and grammar.

When writing your product descriptions, avoid the following:

- Including "TBD" or "To Be Determined".
- Including negative comments about another vendor or developer.
- Criticizing BlackBerry or BlackBerry products.
- Duplicating or copy another vendor’s description.
- Including irrelevant keywords, or keywords for competitor names, products, or applications.

Choose the right category

Find out about available categories for apps.

When you add a new app on the BlackBerry World vendor portal, you select a category to help users searching for particular kinds of apps. You can only choose one category for each app.

Choose the appropriate content rating

Descriptions of each type of content rating.

The BlackBerry World content rating system is based on input from our carrier, consumer and developer partners to create a system that helps parents control the type of content their children can access.

When you upload your app on the vendor portal you must answer a series of questions about your content so that a rating level can be generated for you.

Note: You cannot change the content rating manually if your app is in the Approved state. Please complete the*BlackBerry World vendor support form* to request a change.

There are four content ratings: General (G), Teen (T), Mature (M), and Adult (A).

General (G) is intended for all audiences and will include:

- No violence.
- No sexual content, situations and/or themes.
- No profanity and/or crude humor.
- No drug and/or alcohol reference.
- No simulated gambling.
- No user-generated content.
- No social networking integration.

Teen (T) is intended for teen audiences and might include:

- Mild or infrequent cartoon, fantasy and/or realistic violence.
- Mild or infrequent profanity and/or crude humor.
- Mild or infrequent references to drugs and/or alcohol.
- Simulated gambling.
- User-generated content.
- Social networking integration.

Mature (M) is intended for mature audiences and might include:

- Intense or frequent graphic cartoon and/or realistic violence.
- Mild or infrequent sexual content, situations and/or themes.
- Intense or frequent profanity and/or crude humor.
- Intense or frequent references to drugs and/or alcohol.

Adult (A) is intended for adult audiences and might include:

- Extreme depictions of graphic violence, appropriate only for or legally restricted to persons of the age of majority.
- Explicit references to drugs or alcohol, appropriate only for or legally restricted to persons of the age of majority.
- Gambling, appropriate only for or legally restricted to persons of the age of majority.

Note: The difference between adult content and mature content is that adult content is legally restricted to the age of majority. BlackBerry World does not accept apps with nudity, intense or frequent sexual content, or hate speech.

Select a license type

You need to select a license type when you add a new app on the BlackBerry World vendor portal.

After you add a release for an app, you can only change the license type from free to paid, paid to free. Subscription license type cannot be changed. To change the license type of an approved app, you must either make the app unavailable on BlackBerry World and submit it again as a new app with a different license type, or you can *complete the BlackBerry World vendor support form* to request a license type change.

The four available license types are:

- Free: Users can download the app for free.
- Paid: Users must purchase the app before they can download and use it. If you select this license type, you must also select a license model.
- 7-day subscription: Users can purchase the app or use it for a trial period that you specify. Use the Price drop-down list to specify the price of the initial trial period. Use the Initial Trial Period drop-down list to specify the trial period. Choose a 0 day period for no free trial.

If the price of the initial trial period is free ($0), that period can be 0, 1, 2, 3, 4, 5, 7, or 14 days. If the price of the initial trial period is not free, then the period must be 7 days.

After the trial period expires, users pay a fee to renew their subscription to the app for 7 days. Use the Renewal Price drop-down list to specify the renewal fee. If the price of the initial trial period is not free, then the renewal fee must match the price of the initial trial. If you select this license type, you must also select a license model.

- 30-day subscription: Users can purchase the app or use it for a trial period that you specify. Use the Price drop-down list to specify the price of the initial trial period. Use the Initial Trial Period drop-down list to specify the trial period. Choose a 0 day period for no free trial.

  If the price of the initial trial period is free ($0), that period can be 0, 2, 3, 4, 5, 7, 14, 16, 30, 45, 46, or 60 days. If the price of the initial trial period is not free, then the period must be 30 days.

  After the trial period expires, users pay a fee to renew their subscription to the app for 30 days. Use the Renewal Price drop-down list to specify the renewal fee. If the price of the initial trial period is not free, then the renewal fee must match the price of the initial trial. If you select this license type, you must also select a license model.

Note: The Try & Buy license type has been deprecated. If you have an existing Try & Buy app available on BlackBerry World, you can continue to submit new releases that use this license type, but you cannot submit a new release that supports BlackBerry 10 or the BlackBerry PlayBook OS using this license.

Select a license model

If you select a license type that requires user payment, then you must associate a license model with your app. License models define how users access your app with respect to a license key.

Note: Apps running on the BlackBerry 10 OS use a static license model, regardless of the selection made for license model in the vendor portal.

There are four kinds of license model: Static, Single, Dynamic, and Pool.

- Static: Users do not need a license key to run the app.
- Single: You must provide a single license key that all users can use to run the app. You specify the license key in the License Key field when you add a new app on the vendor portal.
- Dynamic: You must provide an address for a website that generates license keys. After a user purchases the app, the server for the BlackBerry World storefront connects to the website, retrieves the license key that the predetermined algorithm generated, and provides the user with the license key. If you select a Dynamic license model when adding a new app on the vendor portal, an HTTP URL field appears that lets you specify the web address for a license key. For more information about dynamic licensing, visit *http://us.blackberry.com/developers/appworld/Dynamic_License_Flow.pdf*.
- Pool: You must upload a .txt file that contains unique license keys (one key on each line). BlackBerry World distributes a unique license key to each user that purchases the app. When you add a new app on the vendor portal and select the Pool license model, an Upload License File button appears so that you can upload your .txt file.

Your .txt file must contain at least 100 unique license keys. If the number of license keys drops to 50 or fewer, BlackBerry World sends you an email message requesting that you add more license keys. If the number of license keys drops to ten or fewer, BlackBerry World cancels the distribution of your app and sends you an email message requesting that you add more license keys.

Set app visibility for the storefront

You can use the BlackBerry World vendor portal to set apps as public or private. Private apps are not visible to the general public in the storefront, but can be accessed by direct URL. This visibility control functionality is ideal for enterprises that do not have a BlackBerry Enterprise Server, but still want to distribute apps such as CRM or Enterprise IM to their BlackBerry users.

Note: Your private app is hidden in BlackBerry World, but is still accessible to anyone who has the direct URL. Make sure any private app you distribute is secured by an authorization mechanism such as login credentials or VPN access.

1. Enable access to the visibility control app setting in the vendor portal by contacting *Vendor Support*. You will receive a message confirming that your vendor account is able to use the setting.
2. Prepare your app submission as described in *Setting up your app in BlackBerry World* on page 15, but select one of the following from the **Public/Private App** drop-down in the **Details** section:
   - Select **Public** if you want your app to be visible to and searchable by the general public in BlackBerry World.
   - Select **Private** if you want your app to be accessible only by a URL that links directly to your app's page in BlackBerry World.
3. Submit your app for approval.
4. If your app is private, provide a direct URL to your users so they can download it from BlackBerry World. The URL is `http://appworld.blackberry.com/webstore/content/` appended with the app's unique Content ID. For example, if your app's ID was 1, the full URL would be `http://appworld.blackberry.com/webstore/content/1`.

Create a SKU

A SKU is an inventory control mechanism that you use to manage your apps. When you add a new app, you can enter a SKU that is used to identify the app in the BlackBerry World storefront. It never appears to your customers in the storefront. The SKU can be updated at any time.

If you do not create a SKU, the vendor portal adds one for you.

If you build your app so that there are separate, optimized versions for different BlackBerry devices (BlackBerry 7 or earlier smartphones, BlackBerry 10 smartphones, and BlackBerry Playbook tablets), you can use one SKU for each device. You can submit different screen shots, icons, feature image, descriptions, and keywords for each version of your app, using the same SKU.

The SKU value must be at least five characters long. Each character must be a digit from zero to nine, a letter from A to Z (upper case or lower case), a dash (-), or an underscore (_). The SKU value must contain at least one non-numerical character.

Adding icons, screen shots, and other images

Tips for creating icons, screens shots and other images that appear in the BlackBerry World storefront for your apps.

There are four kinds of images that you can upload to the BlackBerry World vendor portal:

- Vendor logo: Your vendor logo represents your company, not the products that you upload. You upload your vendor logo when you apply for a vendor account.
- App icon: The icon that is displayed with your app in the BlackBerry World storefront.
- Feature image: An image that displays on the Featured Items screen in the BlackBerry World storefront.
- App screen shots: Images that demonstrate key features of your app in the BlackBerry World storefront.

When preparing images for BlackBerry World, keep these tips in mind:

- Create distinctive and attractive images for your icon and featured image so that they identify your brand and are easily recognizable.
- Create an app icon that is visually similar to the icon in your .cod or .bar files.
- All images should match the design of your application.
- Don't use a screen shot of your application as an app icon.
- Avoid creating screen shots that display multiple screens.
- Capture images that demonstrate your application's key features or functionality.
- All images must be suitable for all ages. If your application or theme contains mature or adult content, do not depict any graphic nudity or suggestive positions/content in your images.
- BlackBerry World will not accept graphic sexual content, graphic violence, profanity, hate speech, or other offensive images.
- All screen shots, icons and feature images must be taken from a BlackBerry device or simulator. If you submit screen shots from any other platform, such as Nokia, Android, or iOS, they will not be accepted. If you submit screen shots from a simulator, make sure that you don't include the image region outside the screen.
- Screen shots and icon images cannot display BlackBerry devices or simulators, including the use of BlackBerry brand, logos or trademarks. This may imply that BlackBerry endorses or is affiliated with your application. You must only display the application's content screens.
- If you are using the word BlackBerry in your images, it must be spelled with two capital Bs, followed by the registered trademark symbol as follows: BlackBerry®. Ensure there is no association or affiliation implied when referencing the BlackBerry brand.

App icon

When you add an app to BlackBerry World, you must upload an icon for the app. The icon is displayed with your app in BlackBerry World.

Note: This section doesn't apply to the app icon that is installed with your app on the device Home screen. For more information about your Home screen icon requirements *see the UI Guidelines.*

Consider the following tips when creating app icons:

- Create a distinctive and attractive icon that identifies your brand and your app.
- Create an icon that looks similar to the icon displayed on the device.
- Avoid using a screen shot of the app as an icon.
- Do not use profanity or other offensive material in the icon.

When you format your app icon for the Default tab, remember the following points:

- Adding an icon for your app at the Default tab is mandatory, but you may also add a different icon for specific devices (BlackBerry 7 or earlier smartphones, BlackBerry 10 smartphones, and BlackBerry PlayBook tablets).
- If you upload an icon for a specific type of device, it will override the icon uploaded in the Default tab.
- Your app icon must be an RGB file in .png format that is 480 x 480 pixels, for all types of devices.

Feature image

When you add an app to BlackBerry World, you must upload a featured image that displays on the Featured Items screen in BlackBerry World.

Consider the following tips when creating feature images:

- Create a distinctive and attractive image that depicts your app.
- Avoid using dense text. BlackBerry World scales the image for a variety of different screen sizes.
- Do not use profanity or other offensive material in the image.

When you format your feature image, remember the following points:

- Adding a feature image is mandatory, but you may also add a different feature image for specific devices (BlackBerry 7 or earlier smartphones, BlackBerry 10 smartphones, and BlackBerry PlayBook tablets).
- If you upload a feature image for a specific type of device, it will override the default image.
- The feature image must be an RGB file in .png format that is 1920 x 1186 pixels, for all types of devices.

Product screen shots

When you add an app to BlackBerry World you need to upload screen shots to support it. When you upload screen shot images, you can use the same image for all types of devices, or you can upload images separately for each platform your app supports, (BlackBerry 7 or earlier smartphones, BlackBerry 10 smartphones, and BlackBerry PlayBooktablets).

You can upload up to 50 screen shots of the app for each type of device. The screen shots display in the Product Details screen of BlackBerry World.

Consider the following tips when creating product screen shots:

- Capture screens that demonstrate key features or functionality.
- Avoid creating screen shots that display multiple screens.

- Do not use profanity or other offensive material or images in screen shots.

When you format your product screen shots for the Default tab, remember the following points:

- When you upload screen shots on other tabs, they will be used instead of the screen shots on the Default tab. For example, if you upload any screen shots on the BlackBerry 10 smartphone tab, none of the screen shots on the Default tab are displayed for the BlackBerry 10 smartphone.
- Create .gif files, .jpg files, or .png files that are no larger than 2560 x 2560 pixels.

When you format your product screen shots for the BlackBerry 10 smartphone tab, remember the following points:

- Create .gif files, .jpg files, or .png files that meet the criteria for either of the two supported aspect ratios.
- For an aspect ratio of 16:9, images can have a landscape or portrait orientation. They must be a minimum of 1280 x 720 pixels, a maximum of 2560 x 1440 pixels.
- For an aspect ratio of 1:1, use a minimum size of 720 x 720 pixels and a maximum size of 1440 x 1440 pixels.

When you format your product screen shots for the BlackBerry PlayBook tab, remember the following points:

- Create .gif files, .jpg files, or .png files that are sized at either 1024 x 600 (landscape) pixels, or 600 x 1024 (portrait) pixels.

Create your vendor logo

Learn about the required dimensions for your vendor logo.

You can upload a vendor logo when you set up your member account. This image is related to your company instead of a product that you upload.

Create your logo as a .png file 480 x 480 pixels in size.

Setting carrier and country restrictions

You can set restrictions for your app on the carriers that offer it, and in the countries where it's made available. Without any distribution restrictions, your application will be available on all carriers and in all *countries* BlackBerry World is available.

Consider choosing the widest distribution and the most wireless service providers (carriers) you can. For example, if you have a newspaper application that highlights a geographic region, but you have rights to distribute it worldwide, then you could increase visibility and generate more downloads by clicking **Available on all carriers**, and **Available in all countries**.

Restrictions are typically related to the distribution rights you hold for your app's content.

Using the BlackBerry brand and trademarks

Learn how to use the BlackBerry brand and trademarks appropriately in your app, app descriptions, and app names.

BlackBerry owns the BlackBerry family of trademarks. To maintain the distinctiveness of BlackBerry trademarks, logos, and imagery, BlackBerry must ensure these terms are used in a manner that does not imply that an app is affiliated or endorsed by BlackBerry, when in fact there is no such relationship.

You need to have license from BlackBerry, or express written authorization to use BlackBerry trademarks, logos and imagery by third-parties.

The list below lists examples of acceptable and unacceptable use of BlackBerry trademarked terms:

You can use this	**Do not use this**
BlackBerry®	Blackberry
BlackBerry® smartphones	BlackBerry's
(Your application name) for use with BlackBerry® smartphones	BlackBerries
	BlackBerry (Your application name)
	BB (Your application name)

For detailed information on BlackBerry branding and trademark guidelines, visit the *BlackBerry Trademarks, Logos and Imagery.*

Find the "Get it at BlackBerry World" logo

BlackBerry provides you with the Get it at BlackBerry World logo to use as co-marketing collateral.

Get it at BlackBerry World logos (ZIP)

BlackBerry World Logo Guidelines (PDF)

For more information, *see the BlackBerry World Co-marketing FAQ*.

Uploading your release and adding digital goods

Learn how to package and upload your app for sale, and how to market digital goods.

Before you can submit your app for approval and distribute it on the BlackBerry World storefront, you need to add a release. When you add a release, you upload your application and information for export regulations, user safeguards, and digital rights.

You can add a new release for your app when you update your application data. Here are some things you should know before you get started.

Find out what items you need for the *release file*, so you can have everything ready to go.

Learn about the *security and cryptographic* information you need to provide, and find out *whether you need an ECCN or ERN*.

Learn what you need to do if your app allows users to create *user-generated content*.

If your app contains items for sale, get familiar with the *standards for digital goods*.

Add a release for an app

Learn how to add a release to an app that you've added to the vendor portal.

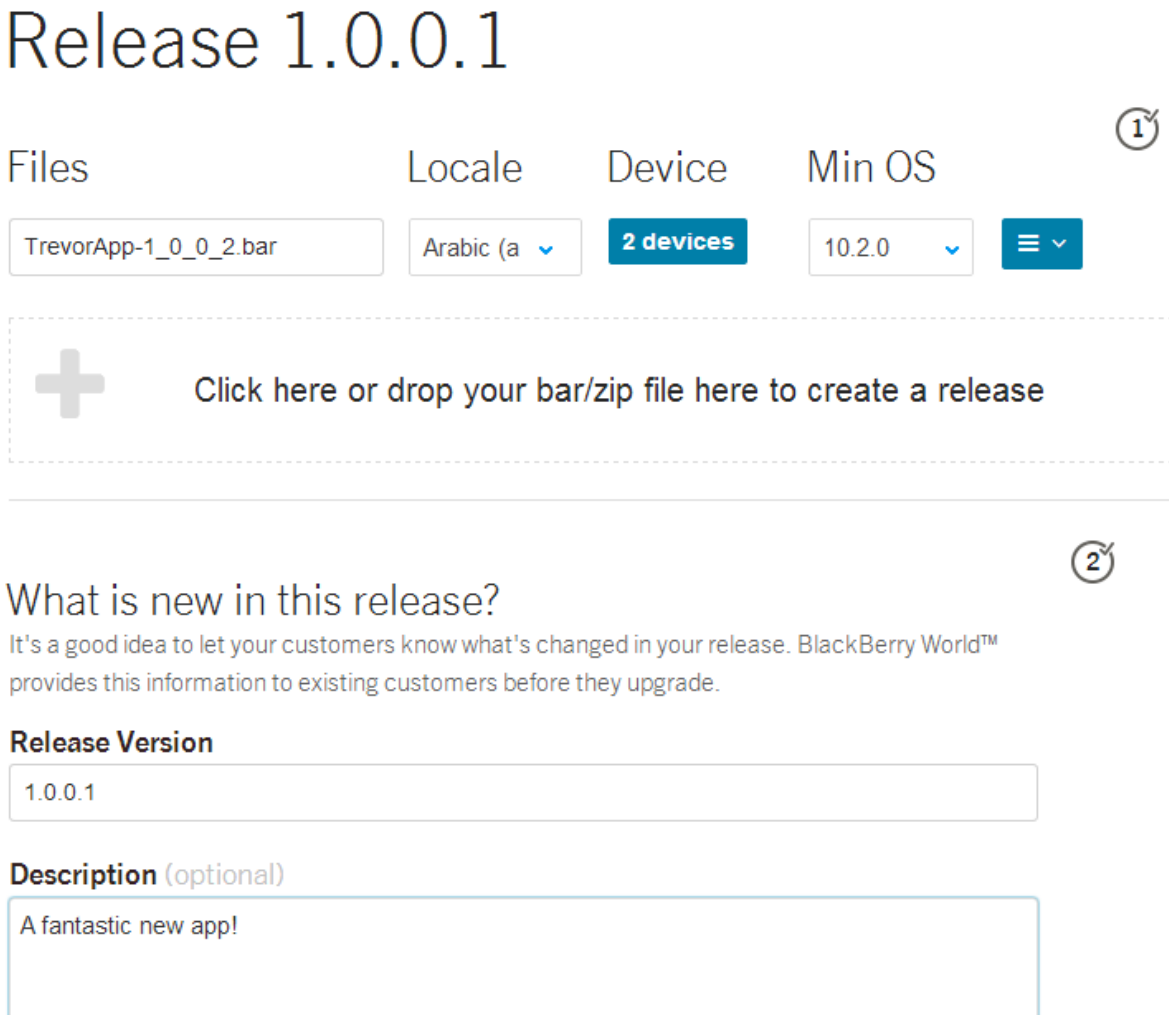
When you add a release for an app, you upload the files that are required to install the app on BlackBerry devices. When you add a new app to the vendor portal for the BlackBerry World storefront, you must add a release containing the first version of the app. You can then submit the app to BlackBerry for approval. When you want to add new versions of the app to BlackBerry World, you follow the same process to add a new release, and you submit the new release to BlackBerry for approval.

Add an app to BlackBerry World, and save it as a draft.

1. Log in to your BlackBerry World vendor portal account using an Admin role or a Product Submit/Modify role.

2. Click the app you want to add a release for, or *Search for your app*.
3. Click **Releases**, then click **New Release**.
4. Drag-and-drop your release file bundle onto the browser window. See *Parts of a release file* on page 29 for more information about what needs to be in the bundle.
5. For each of your release files, perform the following actions:

   - Select the **Locale** (the specific language of your release), if applicable.
   - Click **0 Devices** to select the BlackBerry devices that your app works with.
   - Select the **Min OS** (minimum BlackBerry 10, BlackBerry OS, or PlayBook operating system version level) that your app needs to run.
   - Click
     and select **Deliver to Specific Carriers** if you need to limit the distribution of this release by wireless service provider.



6. In the **Release Version** field, make sure that the version number shown here is the same as the version number in the .bar manifest file of your release. For example, if your .bar file contains a version number 1.0.1, and you enter 1.1 in the **Release Version** field, you might receive an error or upgrade notification..
7. In the **Description** field, type any release notes you have prepared (for example, known issues that users should be aware of).
8. In the **Export Control** section, answer questions related to your app's use of encryption, third-party content, and user-generated content. Visit *About the export controls form* on page 31, *Understanding export regulations* on page 32, *About the Confirmation of Digital Rights form* on page 34 and *Safeguards for user-generated content* on page 35 for more information. Note that this information cannot be changed after you submit your app.
9. Verify the details for your release, and then click **Save**.

- If necessary, *add digital goods* for the app.
- When you're ready, *submit your app for approval*.

Parts of a release file

Depending on how you choose to upload your release, you need to have a bundle folder. If you have multiple bundle folders, you can create subfolders in the release's .zip file.

This is what goes into the bundle folder:

.bar files	If your app is designed for a device that uses BlackBerry 10 or later, your application data is packaged as a .bar file.
.cod files	If your app is designed for device software earlier than BlackBerry 10, your application data is packaged as a .cod file.
devices.txt file	Each bundle folder needs to have a devices.txt file that lists the device models supported by the .bar files or .cod files in the bundle folder.

You can upload bundle files individually when you add a release on the vendor portal. If you want to upload multiple bundle folders together, you can create a folder to compress as a .zip file, and upload everything as a batch.

This is what goes into a .zip file:

bundle folder	When you place bundles into a folder that will become a .zip file, the bundles become subfolders.
release.xml	This file specifies the details for all bundle subfolders in the .zip file.

Guidelines for release components

Use these guidelines to make sure your release has properly configured files:

Bundle folder (or a subfolder, if part of a .zip folder)

- A separate bundle folder is required for .cod files and .bar files.
- You can include application files for different BlackBerry devices, device software versions, and types of devices. For example, if you have .cod files for your app designed for BlackBerry 7, and BlackBerry 6, and .bar files for BlackBerry 10, you would require two bundle folders.
- The naming convention for bundle folders uses the format, <bundle_name>_<x.x.x.x>, where <x.x.x.x> is the version of the OS that the bundle supports.
- If you add a bundle that doesn't use the proper naming convention, the vendor portal will default the bundle to the earliest supported version of device software.

Application data (.cod or .bar files)

- If you are uploading multiple bundles, the application data files need to be in bundle folders.
- If you are uploading a single bundle, the application data can be in the root of the release folder.
- You can specify language support for your application data in the format of your file name. For example, a .cod file named CodName_fr_ca.cod supports Canadian French. Language support at the bundle level takes precedence over language support at the file level.

Devices.txt file

- The devices.txt file contains a comma-separated, or line-separated list of supported devices.
- List the smartphone model numbers or tablet model numbers that your app supports. For example: `8900,8800,9530,9500,8707v,8707g,8705g`.
- BlackBerry World does not process values that are not valid. If your list contains an invalid model number, that model number will be skipped.
- If you don’t create a devices.txt file, then you must manually specify the platform and devices for each bundle when you upload the bundle on the vendor portal.

.zip folder

- You can use any naming scheme you like for a .zip folder.

Release.xml file

- This file specifies the release version, release notes, and localization data for each bundle.

- If you specify language support at the bundle level, every application data file in the bundle must support the language specified by the release.xml file.
- Save the release.xml file in UTF-8 format.
- BlackBerry World truncates any release version number that exceeds four octets.

Use the following format for the release.xml file:

```
<?xml version="1.0" encoding="utf-8"?>
<Release version="x.x.x.x">
       <ReleaseNotes>Release note text</ReleaseNotes>
       <filebundle name="Bundle1_x.x.x.x">
            <language>language_code</language>
       </filebundle>
       <filebundle name="Bundle2_x.x.x.x">
            <language>language_code</language>
       </filebundle>
</Release>
```

The following release.xml example specifies language support for two different bundles. The bundle EnglishBundle_5.0.0.0 supports Canadian English, and FrenchBundle_4.6.1.0 supports Canadian French.

```
<?xml version="1.0" encoding="utf-8"?>
<Release version="2.0.0.0">
       <ReleaseNotes>This release introduces support for Canadian French.</
ReleaseNotes>
       <filebundle name="EnglishBundle_5.0.0.0">
            <language>en_ca</language>
       </filebundle>
       <filebundle name="FrenchBundle_4.6.1.0">
            <language>fr_ca</language>
       </filebundle>
</Release>
```

About the export controls form

Learn about the cryptographic or information security features you'll need to provide information about for your apps.

When you add a release for an app, you need to confirm whether your app uses cryptography or information security features, and provide the following information in the Export Controls form.

1. Specify whether the app uses encryption or information security features for any of the following purposes:

   - Authentication, password protection, digital signature
   - Copy protection (for example, digital rights management)
   - Banking transactions (for example, online money transfers, stock trades, or bill payments)
   - Data confidentiality (for example, data exchange with HTTPS)

Select **data confidentiality** if your app uses HTTPS, TLS, or SSL protocol for communication between the BlackBerry device and a server. You should also select **data confidentiality** if your app encrypts and stores data on the device (for example, encryption of stored e-mails, documents, or photos).

2. Confirm whether the app calls cryptographic libraries on the BlackBerry device software to enable protocols that use cryptography (for example, HTTPS or SSL).
3. Confirm whether the app offers cryptographic functionality in addition to the encryption functionality that is available in the BlackBerry Device Software or BlackBerry PlayBook OS.
4. Confirm whether your application has received an import permit in France.
5. Confirm whether you are a vendor located in the United States, or if your app was developed using technology that was created in the United States. If you meet either condition, you must provide an Export Control Classification Number (ECCN). For more information, see *Understanding export regulations* on page 32.
6. Confirm whether the app received a Commodity Classification Automated Tracking System (CCATS) number from the Bureau of Industry and Security. If the app received a CCATS number, upload the CCATS document.
7. If your organization received an Encryption Registration Number (ERN), you must specify the number. For more information, see *Understanding export regulations* on page 32.

Understanding export regulations

Find out what you need to know about tax forms and export requirements.

This information is provided for your convenience, and is not a substitute for professional legal advice.

What is an ECCN?

An ECCN is an alphanumeric reference (for example, 5D992) that the United States Export Administration Regulations use to identify items for export control purposes. An ECCN is used to categorize products based on the type of commodity, technology, or software and its respective technical parameters, such as the encryption algorithm a product uses, the processing capabilities of an integrated circuit, or positioning accuracy in machine tools.

Depending on the country where you develop your apps and the type of encryption that your apps use, you might need to provide the ECCN and provide other supporting documentation, including a CCATS, if available. BlackBerry uses this information to verify that the product complies with applicable export regulations.

When do I need an ECCN?

You need to submit an ECCN if your app uses cryptography or information security features, and if you or your organization meets any of the following criteria:

- You are a vendor located in the United States

  Note: Even if your app is made available only in the United States, by submitting your app to BlackBerry World, you are making an export to BlackBerry.
- The app was developed in the United States

- The app uses software or code that was created by organizations or individuals that are located in the United States

BlackBerry does not make additional requirements to the export control regulations that are issued by the United States government.

The following are examples of cryptography or information security features that would require you to provide an ECCN:

- Encryption
- HTTPS, SSL, TLS
- MAC, hashing
- Digital signatures
- Passwords

Signing your app with a BlackBerry ID token or code signing key for API access is not considered encryption for the purposes of export controls as related to BlackBerry World.

Getting an ECCN

Find out what you need to know about tax forms and export requirements.

You can obtain an ECCN using one of the following methods:

- (Recommended) Classify the cryptographic features by contacting the Bureau of Industry and Security (BIS).

  Note: You can call BIS at (202) 482-0707 for help from the Information Technology Controls Division at BIS, or *check for a local contact number or to submit a request for assistance*.
- Classify the cryptographic features yourself by reading *documentation and resources* from the Bureau of Industry and Security.
- Classify the cryptographic features by contacting an export controls lawyer.
- Request the appropriate ECCN from the Bureau of Industry and Security by applying for a CCATS number.

To contact the Bureau of Industry and Security, access the Bureau's documentation, and to learn more about exporting and classification, visit *www.bis.doc.gov* and *http://www.bis.doc.gov/index.php/exporter-portal*.

BlackBerry is unable to help you determine which ECCN is correct for a product.

What is an ERN?

If your app uses cryptographic features that are not limited to authentication, password protection, digital signatures, copy protection, or banking transactions, your organization might also require an Encryption Registration Number, or "ERN" from the Bureau of Industry and Security. One registration statement is required per organization, not per product. Obtaining an ERN is a quick and easy process that typically takes less than 30 minutes.

For more information about contacting the Bureau of Industry and Security and obtaining an ERN, visit *www.bis.doc.gov* to read *http://www.bis.doc.gov/index.php/policy-guidance/encryption/registration*.

How do I set export controls?

1. Log in to your BlackBerry World vendor portal account using an Admin role or a Product Submit/Modify role.
2. In the product list, click the app you want to edit. If you don't see your product in the list, you can *Search for your app*.
3. Click **Releases**, then click the name of the app release you want to edit.
4. In the **Legal** section, indicate that your legal information has changed, then edit the *Export Control form*.
5. Click **Save**.

Related resources for ECCN and ERN

For more information about export controls and obtaining an ECCN and ERN, see the following resources:

- *Items removed from encryption controls*.
- *Get information, news, and links about export licensing* from the Bureau of Industry and Security home page.
- *Download the unofficial electronic Export Administration Regulation files* to confirm that your organization meets the policies and regulations of the Bureau of Industry and Security.

About the Confirmation of Digital Rights form

You must complete the Confirmation of Digital Rights form if your app uses third-party content that you don't own. By completing the form, you confirm that you have obtained all necessary permissions to use the third-party content. Fill in the form if your app:

- Is an eBook
- Uses news content
- Broadcasts streams from a radio station
- Contains rich media such as ringtones, music, images, or videos
- Contains logos, trademarks, proprietary names, or other proprietary content
- Contains any other content not owned directly by you

Answering the form's questions

Question 1: Content Providers

Your answer should consist of an accurate list of companies, organizations, and/or people that provided you with content for your app. If you were contracted to build the app for a client, you should disclose that fact in your answer.

Question 2 a): Rights

Your answer should describe the nature of the rights obtained from the third parties identified in Question 1. If you have not formally obtained permissions to use the content in your app, explain why you feel that you can use this content without explicitly obtaining permission.

Note: Content found on the Internet isn't necessarily free and open for use within your application. You might need to obtain explicit permission from the content owner.

Question 2 b): Geographical Coverage

Your answer should consist of an accurate list of countries. If your rights cover all countries, state “global” or “worldwide”. If your application is an eBook, note that the publisher might impose geographical restrictions of their own.

About app privacy policies

To help protect mobile app users’ personally identifiable information (PII), BlackBerry provides Guidelines for Personally Identifiable Information in the BlackBerry World storefront which clarifies what BlackBerry considers PII and provides general guidance on how it should be protected.

If your app uses or collects your customers' personal information, you must publish a Privacy Policy to inform your customers how their information is handled. Read *BlackBerry Development Guidelines for Personally Identifiable Information* to help you evaluate if your app falls under this category.

This requirement is retroactive, so if you edit the details of an applicable app that was added to BlackBerry World before the policy was mandatory, you must provide a link to your Privacy Policy.

The BlackBerry World vendor portal allows you to link to a Privacy Policy from your app or vendor listing details:

- Vendor-level policy: a policy that covers all the apps produced by your organization. The link to the privacy policy appears in the description of all apps, not just apps that collect and use personal information.
- App-level policy: a policy that covers an individual app. The link to the privacy policy only appears in the description of this app. An app-level policy supersedes a vendor-level policy.

Safeguards for user-generated content

User-generated content is the content available in your app that is created by or provided by a user. Examples of user-generated content include media (music, videos, images, and so on), and user comments. You must have safeguards in place to protect users, especially children and minors, from user-generated content that is considered harmful or inappropriate.

When you add a release for an app that lets users add user-generated content, you must provide documentation that confirms that your app has safeguards to protect users from inappropriate content, conduct, or activity, including pornography, harassment, unwelcome contact, or fraud.

Type or paste portions of your business documents that address user-generated safeguards in the screen that appears on the vendor portal after you indicate that user-generated content is included in your app. Examples of user-generated safeguards that you can use to complete the User-generated Safeguards screen include the following:

- A Code of Conduct that users must read and accept before using your app.
- A Terms of Service agreement that users must read and accept before using your app.
- Proactive monitoring of user-generated content and removal of inappropriate content from your app.
- A process for receiving and handling reports or complaints from users about inappropriate content.
- A policy and means to identify potentially malicious users, and disciplinary actions, including termination or suspension of the malicious users' access to your app.

Choose a target device OS

The BlackBerry World storefront supports devices that run BlackBerry 10 OS, and the BlackBerry PlayBook OS. BlackBerry World supports the following additional devices and BlackBerry Device Software versions.

Supported devices	4.x	5.x	6.x	7.x
BlackBerry Pearl 8100, 8110, 8120, 8130 smartphones	4.5			
BlackBerry Pearl 8220, 8230 smartphones	4.6.1			
BlackBerry Curve 8300, 8310, 8320, 8330 smartphones	4.5			
BlackBerry Curve 8350i smartphone	4.6.1			
BlackBerry Curve 8520 smartphone	4.6.1			

BlackBerry Curve 8530 smartphone		5.0			
BlackBerry 8800, 8820, 8830 smartphone	4.5				
BlackBerry Curve 8900 smartphone	4.6.1	5.0			
BlackBerry Bold 9000 smartphone	4.6.1	5.0			
BlackBerry Bold 9220 smartphone					7.1
BlackBerry Curve 9300, 9330 smartphone				6.0	7.0
BlackBerry Curve 9310, 9320 smartphone					7.1
BlackBerry Curve 9350, 9360 smartphone					7.0, 7.1
BlackBerry Curve 9380 smartphone					7.0
BlackBerry Storm 9500, 9530 smartphone	4.7	5.0			
BlackBerry Storm2 9520, 9550 smartphone		5.0			

BlackBerry Tour 9630 smartphone	4.7.1	5.0		
BlackBerry Style 9670 smartphone			6.0	
BlackBerry Bold 9700 smartphone		5.0	6.0	
BlackBerry Bold 9780 smartphone			6.0	
BlackBerry Bold 9790 smartphone				7.0, 7.1
BlackBerry Torch 9800 smartphone		5.0	6.0	
BlackBerry Torch 9810 smartphone				7.0, 7.1
BlackBerry Torch 9850, 9860 smartphone				7.0, 7.1
Porsche Design P'9981 smartphone from BlackBerry				7.0, 7.1
BlackBerry Bold 9900, 9930 smartphone				7.0, 7.1
BlackBerry 9620 smartphone				7.1
BlackBerry 9720 smartphone				7.1

Add digital goods

Find out how to add digital goods for sale within your apps.

A digital good is content that users can purchase from within an app, such as a movie rental that can be viewed for a specific period of time or extra levels for a game. In the vendor portal, you can add digital goods to an app, define their pricing, and set their usage model.

- Add an app to the BlackBerry World vendor portal.
- Add a release for the app.

1. Sign in to your BlackBerry World vendor portal account with an Admin role or a Product Submit/Modify role.
2. In the product list, click the app that you want to update with digital goods. If you don't see your product in the list, you can *Search for your app*.
3. Click **In-App Products**, then click **New In-App Product**.
4. Enter information for the digital good. If you need more information, check *Standards for digital goods* on page 39.
5. Click **Save**.

Standards for digital goods

A digital good, sometimes called in-app digital goods, is additional content that can be purchased for an app, and can be permanent, temporary, or consumable content. BlackBerry reviews and approves digital goods using the same process that is used for any apps that you submit.

When you add a digital good for an app, you specify a name, SKU, license type, and descriptions, but you do not upload binaries or file bundles for the digital good. Instead you must design your app to give users access to the digital goods.

Digital goods have their own license types:

- Consumable licenses for temporary products like movie rentals.
- Non-consumable licenses for permanent enhancements, like extra levels of a game.
- Subscriptions for renewable content, like news publications.

When you offer non-consumable digital goods, you must verify that the digital goods are available to the user for the minimum time period that is defined in the *BlackBerry SDK License Agreement*.

You must verify that the digital goods remain available if the user removes the app from a BlackBerry device and installs the app again. You might need to develop a process that queries the Payment Service server for records of previous purchases of digital goods on each app launch. Learn more about *Payment Service* for details on retrieving records of existing purchases.

Subscriptions for digital goods have the same requirements as subscriptions for apps:

- 7-day subscription: Users can purchase the digital good or use it for a trial period that you specify. You can set a subscription price and a length for the initial trial period.

  The initial trial period can be 0, 1, 2, 3, 4, 5, 7, or 14 days. Selecting "0" as the initial trial period does not allow a trial and the customer is charged the full subscription price.
- 30-day subscription: Users can purchase the digital good or use it for a trial period that you specify. You can set a subscription price and a length for the initial trial period.

  The initial trial period can be 0, 1, 2, 3, 4, 5, 7, 14, 16, 30, 45, 46, or 60 days. Selecting "0" as the initial trial period does not allow a trial and the customer is charged the full subscription price.

When an initial trial expires, customers are given the opportunity to purchase a subscription for the time you defined at the full subscription price.

If you are defining digital goods for a BlackBerry OS or Playbook app, you need to select a license model as well as a license type. License models for digital goods have the same requirements as license models for apps:

- Static: Users do not need a license key to run the digital good.
- Single: You must provide a single license key that all users can use to run the digital good. You specify the license key in the License Key field when you add your digital good to the vendor portal.
- Dynamic: You must provide an address for a website that generates license keys. After a user purchases the digital good, the server for the BlackBerry World storefront connects to the website, retrieves the license key that the predetermined algorithm generated, and provides the user with the license key. If you select a Dynamic license model when adding a new digital good on the vendor portal, an HTTP URL field appears that lets you specify the web address for a license key. For more information about dynamic licensing, visit *http://us.blackberry.com/developers/appworld/Dynamic_License_Flow.pdf*.
- Pool: You must upload a .txt file that contains unique license keys (one key on each line). BlackBerry World distributes a unique license key to each user that purchases the digital good. When you add a new digital good on the vendor portal and select the Pool license model, an Upload License File button appears so that you can upload your .txt file.

  Your .txt file must contain at least 100 unique license keys. If the number of license keys drops to 50 or fewer, BlackBerry World sends you an email message requesting that you add more license keys. If the number of license keys drops to ten or fewer, BlackBerry World cancels the distribution of your digital good and sends you an email message requesting that you add more license keys.

Add a promotion

BlackBerry World allows you to create special non case-sensitive promotional codes that you can distribute to customers to redeem for free copies of your Paid Up For Sale apps. You can create a single vanity code that can be advertised to a broad user base, or generate unique codes that can be handed out to individual customers. You can also control the exact start and end time of your promotion and the total number of redemptions. The free apps behave the same as a paid app to your customers. For example, they can still rate the app, update to a new version, and buy digital goods.

Note: Promotions can be applied to BlackBerry 10 apps (version 10.1.0 or later) only. They cannot be applied to BlackBerry PlayBook or BlackBerry OS apps.

1. Sign in to the BlackBerry World vendor portal using an Admin role or a Product Submit/Modify role.
2. Click **Promotions**.
3. Perform one of the following actions:
   - To create a promotion, click **New Promo**.
   - To make a copy of one of your existing promotions, click the name of the promotion in the promotion list, then click the menu icon and choose **Duplicate**. The vendor portal creates a duplicate of your promotion entitled "Copy of.." which you can then edit for your new promotion.
4. In the **Internal Promo Name** field, type a name for your promotion. This name appears in the vendor portal only and is not visible to customers.
5. Add a duration for your promotion. Select a calendar date and exact time (in the GMT time zone) for the beginning and end of the promotion period. When the period expires, customers can no longer redeem promotional codes.
6. In the Promo Code Type field, perform one of the following actions:
   - To create one vanity code that many customers can redeem, select **Single code**. Type your vanity code in the **Promo Code** field. The vendor portal validates your code to make sure that other vendors haven't used it.
   - To create several unique codes that can be distributed to individual customers, select **Unique code**. Type the number of unique codes you want to create in the **Promo Codes** field (up to 50,000 can be generated per promotion), then click **Generate Promo Codes**. The vendor portal saves the codes in a text file that you can download and distribute to your customers. You can add additional unique promo codes at any point in the promotion's duration.

   It is not possible to edit your Promo Type selections after your promotion has progressed past the Draft state. Codes are not case-sensitive when your customers enter them at redemption time.
7. Type the number of **Redemptions Per User** (in the case of a Single code), or **Redemptions Per Code** (in the case of a Unique code). This restricts the sharing of codes, and implements a promotion where the redeemer could choose two out of five apps, for example.
8. Search for the names of the apps you want to use in your promotion. Your promotion can include one or more Paid Up For Sale apps. Type the total number of redemptions you want to allow in the **Redemption Limit** field. This value works with any other redemption values you have already entered in the **Redemptions Per User** and **Redemptions per Code** fields. Whichever limit is reached first, applies. Redemptions are unlimited if you leave any of the redemption fields blank. Be careful offering unlimited redemptions. Codes can be shared, leading to more redemptions than you might anticipate.
9. Click **New Listing**. You can create listings in multiple languages.
10. Drag and drop a banner image (1920x640px PNG file) onto the banner area to advertise your promotion in the BlackBerry World storefront.
    The banner is only displayed in the storefront if you have multiple apps in your promotion.
11. Type a **Description** of your promotion and any required **Additional** text. The description is only displayed in the storefront if you have multiple apps in your promotion. Additional text is displayed for all promotions.
12. Indicate if your promotion has any carrier, country, or device distribution restrictions. These settings cannot remove restrictions already in place for individual apps, but can further restrict apps that are included in promotions.

13. Click **Create**. Visit *Manage your promotion and submit it for approval* on page 42 to understand the next steps in the promotion creation process.

Manage your promotion and submit it for approval

Add a draft of a promotion to the vendor portal for the BlackBerry World storefront.

1. Sign in to your BlackBerry World vendor portal account using an Admin role or a Product Submit/Modify role.
2. Click **Promotions**.
3. Search for your promotion. To review your promotion before submission, click the name of your promotion.
4. Click

   and perform one of the following actions:

   - Click **Edit** if you need to change your promotion before submitting it for approval.
   - Click **Submit for Approval** if you are finished and ready to submit for BlackBerry World review and approval. The promotion is now in the Pending state. You cannot edit your promotion when it is Pending.

BlackBerry reviews the promotion and sends you an email message to notify you if the promotion is approved or denied. If your promotion is approved, it is posted to BlackBerry World according to the promotion duration that you set and is automatically turned on by the vendor portal. Your promotion expires when the redemption limit or end date is reached (whichever comes first).

Once your promotion reaches the Approved state, some details can still be edited, but might require BlackBerry review and approval.

If you want to cancel an approved promotion, change the status back to draft or change the promotion duration dates to an expired date and time.

Submit your app for approval

Learn how to submit your apps to BlackBerry for approval for sale on the BlackBerry World storefront.

- Add a draft of an app to the vendor portal for the BlackBerry World storefront.
- Add a release for the app. If needed, add digital goods for the app.

1. Log in to your BlackBerry World vendor portal account using an Admin role or a Product Submit/Modify role.
2. In the product list, click the app that you want to submit for approval. If you don't see your product in the list, you can *Search for your app*.
3. Click **More**, then click **Send for review**.

4. Click the **Automatically post my application for sale** check box if you want your app available for sale immediately after approval,.
5. Verify that the details, listings, releases, and digital goods are correct, then click **Submit for Review**.

- BlackBerry reviews and tests the app and then sends you an email message to notify you if the app is approved or denied. If an app is approved, it is automatically posted for sale. If you opted out of having your app automatically posted, you can make it available for sale on BlackBerry World.
- If an app is denied, search for the app in the vendor portal and click **Move to Draft**. Make the required changes to your app, releases, or digital goods and submit the app for approval again.

Managing apps and running reports

Learn how to add and manage apps on the BlackBerry World vendor portal.

Learn how to add new apps, manage apps that are already posted on BlackBerry World, create reports, check out user reviews, and more.

Managing your apps

Learn how to add releases, submit your app for approval, and add digital goods for sale in your app.

Search for your apps on the vendor portal

Learn how to find your apps on the vendor portal after you've submitted them.

After you save a draft of a new product, you can locate it to review the details you entered, make any supported changes, and to note any change in the status of your product.

1. Log in to your BlackBerry World vendor portal account using an Admin role or a Product Submit/Modify role.
2. Perform one of the following actions

   - In the **Search for Products** field, type the name of your app and press enter.
   - Click **Filter** to narrow the focus of the apps in the product list by certain criteria or state (for example, Approved, or Draft).

To view the list of all of your products again, click **Products**.

Change the content for your app

You can change information associated with your app by searching for your app on the vendor portal, clicking the name of the app and updating the information on the Details and Listings. You can click other icons to add a release, add a digital good, check app reviews, and apply to the *Built for BlackBerry* program.

After you add a release for an app, you cannot change the license type, regardless of the status of the release or the product. To change the license type of an approved product, you must either make the product unavailable on BlackBerry World and submit it again as a new product with a different license type, or you can complete the BlackBerry World vendor support form to request a license change.

Changes to the price of a product might take up to 24 hours to display on BlackBerry World. Frequent price changes might cause issues for users and wireless service providers. It is a best practice to avoid frequent price changes.

If you change app metadata information that requires approval from BlackBerry, the vendor portal submits a change request ticket. Changes can take 24-48 hours to approve. Approved changes can take up to 6 hours to appear in the storefront.

Apply to the Built for BlackBerry program

The Built for BlackBerry program is designed to help vendors increase the marketing potential of their BlackBerry 10 apps.

If your app is designed for the BlackBerry 10 platform, you'll see a button to apply in your product's summary after your your app is approved for sale on BlackBerry World.

After you click **Apply** to submit your app for the program, follow the instructions that display.

If you modify your app in any way after you apply to the Built for BlackBerry program (for example, if you replace a screen shot or change a description), your submission to the Built for BlackBerry program will be cancelled. You will have to re-submit your app to the progam.

Make apps available or unavailable on BlackBerry World

Learn how to make your apps available or unavailable for sale on the BlackBerry World storefront.

BlackBerry must approve your app before you can make it available on the BlackBerry World storefront.

1. Log in to your BlackBerry World vendor portal account using an Admin role or a Product Submit/Modify role.
2. In the product list, click the app that you want to update. If you don't see your product in the list, you can *Search for your app*.
3. Click **More** and perform one of the following actions:

    - To make the app available on BlackBerry World, click **Post for sale**.
    - To make an app unavailable BlackBerry World, click **Remove from Sale**. You can make the product available again later.

Note: Apps that have been removed from sale are still accessible to customers who have a direct link to your app in the storefront, or have downloaded your app previously.

Duplicate apps are not permitted on BlackBerry World. Each app available for sale must have a unique name.

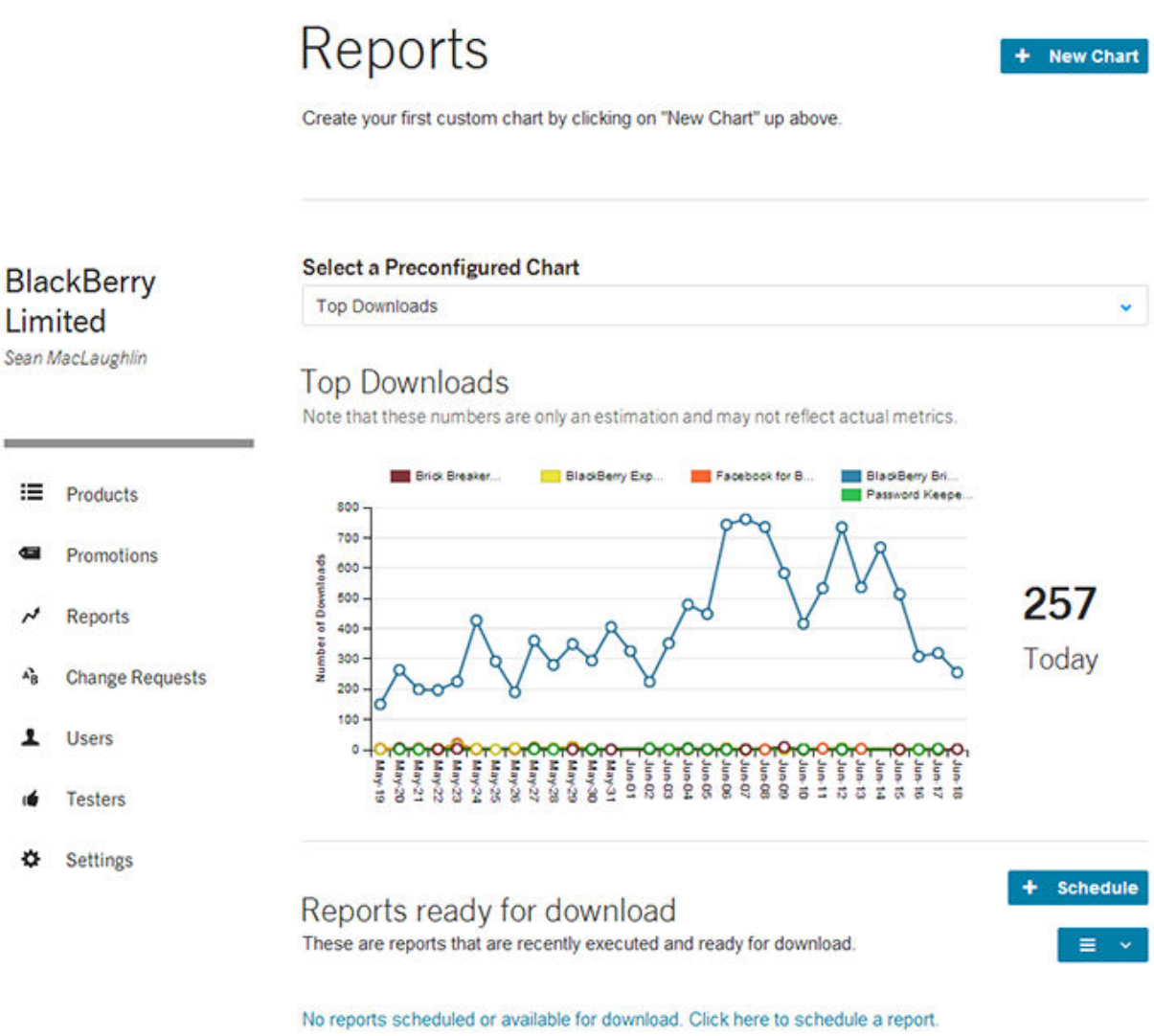
When you make an app available or unavailable, it can take 6 hours for changes to be reflected in BlackBerry World.

Running reports for your apps

Learn how to use the vendor portal to create reports about the number of users who downloaded, purchased, or subscribed to your apps.

You can use the vendor portal for the BlackBerry World storefront to create reports about the number of users who download, purchase, or subscribe to your apps. The vendor portal generates each report as a .csv file that you can save to your computer. You can create a report for one app at a time, or for all of your apps.

To create a report, you specify the type of data that you want to collect (for example, downloads, purchases, subscriptions, customer reviews), the app that you want to collect data for, a date range, and how you want the data sorted. You submit the request to BlackBerry, and you receive an email message when the report is available in your vendor account.



Note: The values presented in reports and charts are estimations only and might not reflect actual values.

Reports for downloads and purchases include the following information for each user:

- Date and time of the download or purchase
- Price, currency, license key (purchases only)
- BlackBerry device model
- Device PIN
- Device software version
- Carrier
- Local
- Country

Reports for subscriptions provide information about the subscriptions, sales, and refunds for an app, broken down into daily, weekly, or monthly periods for a date range that you specify.

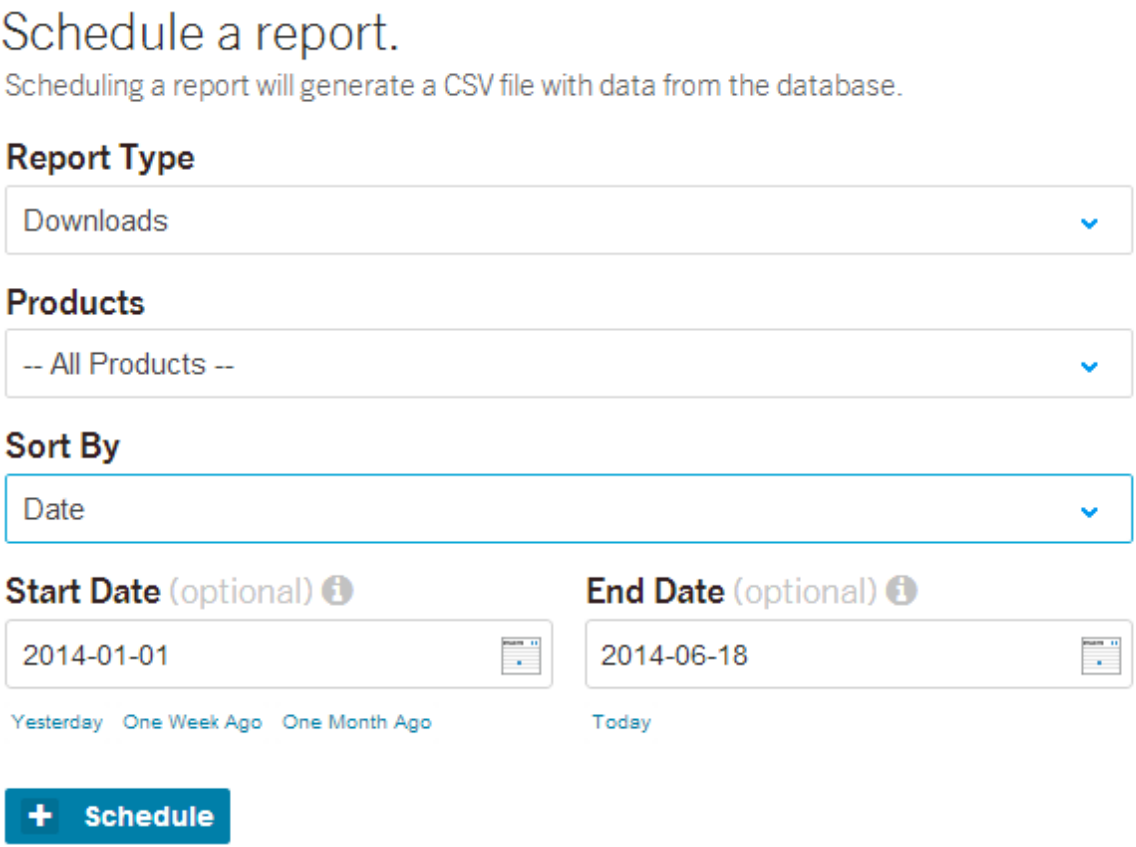
Reports for customer reviews provide the star rating and comments per app, broken down into daily, weekly, or monthly periods for a date range that you specify.

If the date range that you specify for a report contains an amount of data that exceeds the size limit for a report, you might have to specify a shorter date range.

You can also create quick charts that display the number of downloads or purchases for up to five apps or promotions, for a date range that you specify.

Create a report

1. Log in to your BlackBerry World vendor portal account, and click **Reports**. Your account must be assigned with the Admin role or the Report Generate/View role.
2. Click **Schedule**.
3. Select the required information to set parameters for your report, and click **Schedule**.



BlackBerry World creates a .csv format report based on your selected criteria and sends you an email message when the report is compiled and ready to pick up.

4. Click the link in the email message, or in the vendor portal, then visit the Reports ready for download section of the main Reports page.
5. Click the report that you want to download.

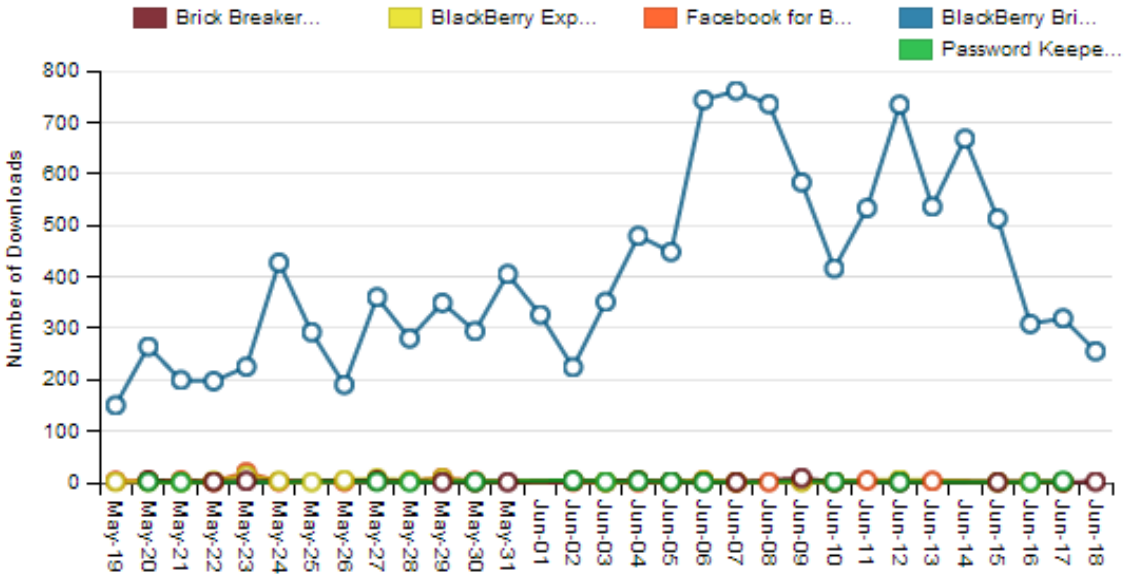
Create charts

You can create a custom app report chart, or select from a list of preconfigured charts. You can create custom charts for both apps and promotions.

1. Log in to your BlackBerry World vendor portal account, and click **Reports**. Your account must be assigned with the Admin role or the Report Generate/View role.
2. Perform one of the following actions:

   - Choose a preconfigured chart from the **Select a Preconfigured Chart** drop-down list. Your chart appears below the drop-down list. The Top Downloads and Top Purchased charts show the performance of your top five apps in the selected category.
   - Click **New Chart** to build a custom chart. Type a name for your chart, select your parameters and click **Create**. Your chart appears on the main Reports page, where you can delete or edit it.

     Note: If your chart features several line graphs that are clustered together and hard to read, you can isolate a specific line by clicking on the colored rectangle at the top of the chart that corresponds to an app name.



Updating apps that are approved for sale

Find out how to manage change request tickets that result when you update an app after it has been approved for sale.

If you change any of the following properties for an app that is approved for sale on the BlackBerry World storefront, the vendor portal submits a change request ticket to Research In Motion:

- Product name
- Product description
- Product icon
- Product screen shot
- Support for countries
- Support for wireless service providers
- Vendor name

Review a change request ticket

You can use the vendor portal to review and sort change request tickets, and to add comments for BlackBerry World administrators.

1. Log in to your BlackBerry World vendor portal account using an Admin role or a Product Submit/Modify role, and click **Change Requests**.
2. Perform any of the following actions:
   - To filter the list for a specific ticket, click **Filter**, specify the filter criteria, then click **Apply Filter**.
   - To open a summary of a change request ticket in the ticket list, click the ticket name. To view the details of the ticket, click the ticket ID number.
   - To open a particular ticket, type the change request ticket ID number in the **Search by ticket #** field and press Enter.
3. Perform any of the following actions:
   - To review the details of the change request, click the **Details** tab. Click the **Change History** tab to review additional information.
   - To review comments that were added to the change request, or add a note yourself, click the **Notes** tab.

Managing app reviews

Learn how to manage user reviews of your app on the BlackBerry World storefront.

Users can write reviews about apps and those reviews can appear with your app description on the BlackBerry World storefront. BlackBerry filters and removes user reviews with offensive language or inappropriate content.

User reviews are posted according to device platform for you to read and assess user satisfaction. You can approve a review that you think BlackBerry has removed unnecessarily, and you can deny a review that you think is inappropriate.

When you approve or deny a review, the vendor portal submits a change request ticket to BlackBerry for approval.

Approve or deny an app review

Find out how to deny or approve a user review of your app.

1. Log in to your BlackBerry World vendor portal account using an Admin role or a Product Submit/Modify role, and click **Products**.
2. In the product list, click the app that contains customer reviews you want to approve or deny . If you don't see your product in the list, you can *Search for your app*.
3. Click **Reviews**.
4. Read the reviews and perform one of the following actions:

   - If you think that a review is inappropriate, click **Deny Review**.
   - If you think that a review is appropriate and was removed from BlackBerry World unnecessarily, click **Approve Review**.

Managing vendor portal accounts

Learn how to apply for a vendor account for the vendor portal, and how to create user accounts and testing accounts.

Set up your vendor account, user accounts, and test accounts on the BlackBerry World vendor portal.

Change or update vendor information

Learn how to update your vendor account information for the vendor portal.

You can make changes to your account information, upload a new vendor logo, or specify a change in payment information after your vendor account is approved. Note that some changes to your vendor account require review and approval from BlackBerry.

1. Log into the vendor portal with an Admin role.
2. Click **Settings**.
3. Click **Payment Services** and perform any of the following actions:
    - Click **Change your account** to modify your PayPal account details.
    - Modify your tax identification or registration information.
    - Add or delete tax documents.
4. Click **Save**.

User and test accounts

Learn about the types of user accounts you can add to your vendor portal account.

When you apply for a vendor account for the BlackBerry World vendor portal, the details that you provide are used to create a primary user account with an Admin role. The Admin role gives a user account all of the available administrative privileges. You cannot disable the primary user account.

In addition to your primary account, you can create additional user accounts. You can assign different roles to the user accounts to define what tasks each user can perform in the vendor portal. For example, if your organization has a senior developer whom you want to manage the vendor account and products, and a junior developer whom you want to manage products only, you can create a user account with the Admin role for the senior developer, and a user account with the Product Submit/Modify role for the junior developer.

Note: Each user account you create must be associated with its own unique BlackBerry ID, so set up a BlackBerry ID before you add a user.

When you make a product available for download on BlackBerry World, you can *simulate and test the purchase and download process using a sandbox user account*.

Roles for user accounts

Role	Description
Admin	• Change the details of the vendor account. • Create additional user accounts. • Change the details and permissions for user accounts. • Add products and digital goods. • Change products and digital goods. • Make products and digital goods available or unavailable for sale. • Generate and view reports.
Product Submit/Modify	• Add products and digital goods. • Change products and digital goods. • Make products and digital goods available or unavailable for sale.
Report Generate/View	• Generate and view reports.

Add a user account and log in to the vendor portal

Note: Each user account you create must be associated with its own unique BlackBerry ID, so set up a BlackBerry ID before you add a user.

1. Log in to the BlackBerry World vendor portal with an Admin role.
2. Click **Users**.
3. Click **New User**. Complete the form by filling in the user details, including the **User Role**, which controls what the user can do in the vendor portal.
4. Click **Add**.
5. Ask the user to visit the vendor portal login page and click **Sign in with BlackBerry ID**. The user is returned to the login page so they can link their vendor portal user account with their BlackBerry ID.
6. Ask the user to enter the **Email** and **Password** you set up for them in the vendor portal in step 2, then click **Link BlackBerry ID**.

The user's BlackBerry ID and vendor portal user account are now linked. The user must now use their BlackBerry ID to log in to the vendor portal.

Testing apps with a sandbox user account

You can test purchasing and downloading your apps and digital goods by using a sandbox user account. When you sign in to the BlackBerry World storefront with a sandbox user account, you can access apps that have been added to the vendor portal but are still in a draft state. When you use a sandbox user account to purchase your apps, you are not charged.

You can associate a maximum of ten sandbox user accounts (each with a unique BlackBerry ID) with your vendor account. This is how you create a sandbox user account:

1. Log in to the BlackBerry World vendor portal with a user account that has Admin level priviledges, and click **Testers** in the left pane.
2. Click **New Tester**. Complete the form to create a new sandbox user account.
3. Click **Save** to add the new sandbox user account to the list of existing sandbox user accounts.

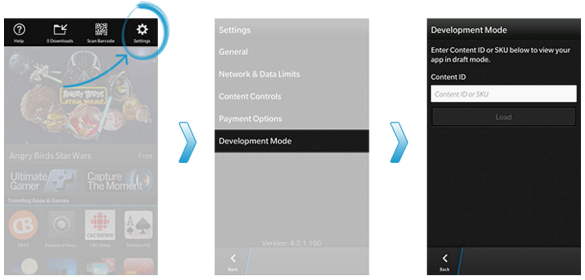
You can modify or delete the sandbox user accounts from the same screen, using the Menu button to the right of each tester's name in the list.

Purchasing and downloading apps

After you create a sandbox user account, you can start testing your apps and digital goods on BlackBerry World. Here's what you need to do with your app and your BlackBerry 10 device to get started:

1. On your device, navigate to **Settings** > **Security and Privacy** > **Development Mode** and tap the **Use Development Mode** toggle switch to turn on development mode.
2. Start BlackBerry World on your device and swipe down from the top bezel to display the application menu.
3. Tap **Settings** > **Development Mode**, then enter the ID or SKU of your app and tap **Load** to download your app.

   Note: This Development Mode screen, where you can enter the ID of your application and download it while it remains in draft status, will be visible only if your device is in Development Mode.



Here's how to test your app with a device running BlackBerry 7 or earlier:

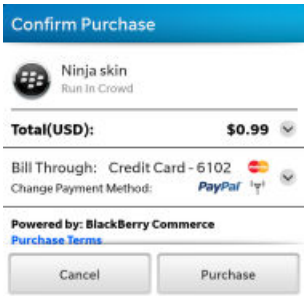
1. Launch **BlackBerry World** and select an item from the carousel.
2. Press and hold the alt key while pressing t, s, and t.
3. When the dialog box appears, type the **Content ID** or **SKU** for your app and click **OK**.
4. When the content page for your app appears, click **Price**.
5. Enter your sandbox user ID and complete the purchase.

Here's how to test your app on a BlackBerry PlayBook tablet:

1. Launch and focus on **BlackBerry World**.
2. Swipe for the keyboard and press t, s, and t.
3. Minimize BlackBerry World and launch your browser.
4. In the address bar, type *appworld://content/xxxxx*, where *xxxxx* is the ID or SKU of your app, and click **Go**.
5. When the content page for your app appears, click **Purchase**.
6. Enter your sandbox user account information, and complete the purchase.

After you install your app, you can make purchases of in-app digital goods without being charged.

All purchases you make will appear on your device as actual purchases, just like the image on the right.



Here are some things to consider when you use a sandbox user account to test your apps and digital goods:

- Make sure that the connection mode in your app is set to Production so that your test purchases go through the BlackBerry World server.
- Apps that have a draft status can be downloaded from the BlackBerry World storefront only when you are using a sandbox user account (any other kind of user account won't work).
- You can retrieve past purchases for the current test session only. Digital goods that are purchased in a draft state are not written to the transaction database, so when you end the test session the cache is cleared.
- You can test purchasing an app only from a physical device, not from the BlackBerry 10 Device Simulator.
- BlackBerry World has a cache, so there may be a delay before your new digital goods are accessible from BlackBerry World on your device.
- You can use a sandbox user account to purchase your own apps and digital goods that are approved and for sale on the BlackBerry World storefront without being charged.
- If you use your sandbox user account to purchase the apps of another vendor, you will be charged for the purchase.
- You don’t need to remove an existing app from sale on the BlackBerry World storefront to add new digital goods (that have draft status) and test them with a sandbox user account.

- If you add a new app (meta data) and digital goods to the BlackBerry World vendor portal, you must also add a release (application data) in order to test purchasing and downloading your digital goods.

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